

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
eCommerce Course 1 – TEST #414**

The performance evaluation is a **required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), "**Y**" (**Y=YES**) is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then "**N**" (**N=NO**) is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in "**A**" on the answer sheet for item **#81** for students who have achieved "**Y**" on **ALL performance objectives**.
- The teacher will bubble in "**B**" on the answer sheet for item **#81** for students who have **ONE or more "N's"** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher's file for two years.
- A copy is also kept on file with the school's CTE skills certification testing coordinator for two years.

Performance Objectives

- PO-01 _____ Students will gain experience with HTML and Fireworks® basics while they recreate the home page of a site for a large retail company.
- PO-02 _____ Students put together a marketing plan for a given business.
- PO-03 _____ Students will be given the profile of a particular target audience segment and will be asked to create marketing pieces for the given audience based on the psychographics of the targeted group.
- PO-04 _____ Students will redesign a poor page design, following instructions.
- PO-05 _____ Students will practice previous DECA competitive events in the content area of "eCommerce Decision Making."
- PO-06 _____ Students will gain experience in site design techniques.
- PO-07 _____ Students will prepare web-ready graphics for their redesign project.
- PO-08 _____ Students will develop the pages they've designed using a WYSIWYG editor of choice and editing with HTML as necessary.
- PO-09 _____ Students will generate marketing pieces using Flash® and Fireworks®.
- PO-10 _____ Students will try out online shopping enablers and evaluate their ease of use.

Students who achieve 80% (moderately to highly skilled) on **ALL** performance objectives and 80% on the written test will be issued an CTE skill certificate.

Please print clearly:

I, _____, certify that _____, who is a student at _____,
(Teacher Name) (Student Name) (High School Name)

has mastered each of the above standards and objectives at an 80% or higher level.